1 **CLAIMS:**

2 Having thus described our invention, what I claim as
3 new and desire to secure by Letters Patent is as
4 follows:

5 1. A method comprising:

6 employing a first web server in a first DNS domain, and
7 a second web server in a second DNS domain, wherein the
8 first web server uses a first user tracking mechanism
9 to collect client information and stores the client
10 information as a client record in a database;

11 the first web server directing a client to access a
12 resource at the second Web-Server;

13 said resource encapsulating information about a
14 location of the client record in the database;

15 the second web server decapsulating the location and
16 retrieving the client record from the database; and

17 the second web server using the client record in
18 conjunction with a second user tracking mechanism.

19 2. A method as recited in 1, wherein the first and the
20 second user tracking mechanisms use cookies for storing
21 the user client information.

1 3. A method as recited in 1, wherein the first web
2 server authenticates the client, and the client record
3 includes user authentication data enabling the second
4 web server to use a common sign-on with the sign-on of
5 the first web server.

6 4. A method as recited in 1, wherein the first web
7 server stores within the client record at least one
8 parameter which determines at least one characteristic
9 of at least one page to be sent to the client by the
10 second web server.

11 5. A method as recited in 1, wherein said at least one
12 parameter includes at least one user preference.

13 6. A method as recited in 5, wherein said at least one
14 user preference is related to at least one detected
15 purchasing habit.

16 7. A method comprising:

17 employing a first web server in a first DNS domain, and
18 a second web server in a second DNS domain,

19 enabling said first and second web servers to share
20 cookie information; and

21 coordinating cookies across said first and second
22 domains.

1   8.   A method as recited in claim 7, wherein the step of
2   coordinating is performed by a cookie coordinator
3   accessible to said first and second Web-Servers.

4   9.   A method as recited in claim 7, further comprising
5   providing a cookie coordinator accessible to said first
6   and second Web-Servers to perform the step of
7   coordinating.

8   10.   A method as recited in claim 7, wherein the step
9   of enabling includes the first web server setting a
10 first cookie having a first identity and the second web
11 server setting a second cookie having a second
12 identity, and the step of coordinating maps the first
13 and second identities to a third identity shared across
14 said first and second domains.

15 11. An apparatus comprising:

16 means for employing a first web server in a first DNS
17 domain, and a second web server in a second DNS domain,
18 wherein the first web server uses a first user tracking
19 mechanism to collect client information and stores the
20 client information as a client record in a database;

21 means for the first web server directing a client to
22 access a resource at the second web server;

23 means for said resource encapsulating information about
24 a location of the client record in the database;

1 means for the second web server decapsulating the

2 location and retrieving the client record from the

3 database; and

4 means for the second web server using the client record

5 in conjunction with a second user tracking mechanism.

6 12. An article of manufacture comprising a computer

7 usable medium having computer readable program code

8 means embodied therein for causing coordination of a

9 first user tracking mechanism in a first web server and

10 a second user tracking mechanism in a second

11 web-server, the computer readable program code means

12 in said article of manufacture comprising computer

13 readable program code means for causing a computer to

14 effect the steps of claim 1.

15 13. An article of manufacture comprising a computer

16 usable medium having computer readable program code

17 means embodied therein for causing coordination of a

18 first user tracking mechanism in a first web server and

19 a second user tracking mechanism in a second

20 web-server, the computer readable program code means

21 in said article of manufacture comprising computer

22 readable program code means for causing a computer to

23 effect the steps of claim 7.

24 14. A method comprising:

25 employing a first user tracker in a first domain, and a

26 second user tracker in a second domain, wherein the

27 first user tracker uses a first user tracking mechanism

1   to collect client information and stores the client
2   information as a client record in a database;

3   the first user tracker directing a client to access a
4   resource at the second user tracker;

5   said resource encapsulating information about a
6   location of the client record in the database;

7   the second user tracker decapsulating the location and
8   retrieving the client record from the database; and

9   the second user tracker using the client record in
10 conjunction with a second user tracking mechanism.

11 , 15. A program storage device readable by machine,
12 tangibly embodying a program of instructions executable
13 by the machine to perform method steps for tracking
14 users, said method steps comprising the steps of claim
15 1.

16 16. A program storage device readable by machine,
17 tangibly embodying a program of instructions executable
18 by the machine to perform method steps for using
19 cookies, said method steps comprising the steps of
20 claim 7.

21 17. A computer program product comprising a computer
22 usable medium having computer readable program code
23 means embodied therein for causing tracking of users,
24 the computer readable program code means in said
25 computer program product comprising computer readable

1   program code means for causing a computer to effect the

2   functions of claim 11.

3   18. A method comprising:

4   employing a first web server in a first DNS domain, and

5   a second web server in a second DNS domain, wherein the

6   first web server maintains a first private cookie at a

7   browser and the second web server maintains a second

8   private cookie at the browser;

9   accessing a cookie coordinator when the first private

10   cookie is received by the first web-server,; and

11   mapping a first identity in the first private cookie

12   and a second identity in the second private cookie to a

13   single identity common across the multiple domains.

14   19. A method as recited in claim 18, further

15   comprising:

16   using the single identity to look up the identity of

17   users across the different domains, and

18   the cookie coordinator learning the mapping of the

19   various cookies that are placed independently on the

20   browser by the different servers.

21   20. A program storage device readable by machine,

22   tangibly embodying a program of instructions executable

23   by the machine to perform method steps for tracking

1   users, said method steps comprising the steps of claim

2   18.

3   21. An apparatus comprising:

4   a web server interface to interface with a first web

5   server in a first DNS domain and to interface a second

6   web server in a second DNS domain;

7   said first web server having:

8   a first user tracker to collect client information

9   and stores client information as a client record in a

10   cookie coordinator database;

11   a redirector for the first web server to direct a

12   client to access a resource at the second web server;

13   an encapsulator for said resource to encapsulate

14   information about a location of the client record in

15   the database; and

16

17   said second web server having:

18   a second user tracker for the second web server to

19   use the client record in conjunction with a second user

20   tracking mechanism; and

21   a decapsulator for the second web server to

22   decapsulate a location and retrieving the client record

23   from the database.

24   22. A computer program product comprising a computer

25   usable medium having computer readable program code

26   means embodied therein for causing tracking of users,

27   the computer readable program code means in said

28   computer program product comprising computer readable

1   program code means for causing a computer to effect the

2   functions of claim 21.